

**ABSTRACT**

According to an embodiment of the present invention, a method, article of manufacture including a computer readable medium, and a system including a processing device provides promotions over the Internet. In an embodiment of the present invention, a first entity (which in one example is an offline brand) distributes a product with an alphanumeric sequence. In an embodiment of the present invention, the alphanumeric sequence is hidden from view until the product is purchased. For example, the alphanumeric sequence is positioned on the inside of packaging. When a user purchases the product, the user can view the alphanumeric sequence. Printed with the alphanumeric sequence is an address on the Internet in an embodiment of the present invention. The user can enter the address into a browser and access the addressed page, which in one embodiment is part of the first entity's web page. The user selects a link indicating a desire to redeem a prize using the alphanumeric sequence. The user is directed to a web page that provides a means to enter the alphanumeric sequence, personal information and answers to survey questions. After the alphanumeric sequence is validated, the user is provided with a value. In one embodiment, the value includes a coupon for shopping at an online store. In an embodiment of the present invention, the values are not accumulated or combined.